



Certified SC Showcase

AGENDA

TUESDAY, MARCH 15, 2022

COLUMBIA METROPOLITAN CONVENTION CENTER

ABOUT THE EVENT

The Showcase provides an opportunity for buyers and producers to meet face-to-face, with an emphasis on the state's abundant produce, specialty food products, and marketing programs

OVERALL AUDIENCE

Farmers, buyers (school districts, retailers, wholesalers, chefs, food hubs), industry supporters

10 AM – Noon

TRADE SHOW

SC producers will exhibit on the trade show floor, offering opportunities for buyers, chefs, and farmers to network.

12:15 – 1:30 PM

LUNCH AND REMARKS

Buffet-style lunch will feature remarks from Governor McMaster and Commissioner Weathers.

1:45 – 2:30 PM

BUYER EDUCATIONAL PANEL

Buyer panel featuring representatives from Freshpoint, Grits and Groceries, Growfood Carolina, Harris Teeter, and Senn Brothers Produce. Join the conversation as these buyers discuss their local programs and best practices for selling to wholesale markets.

2:45 – 3:30 PM

FARM TO UNIVERSITY

Chef Bill Knapp, University of South Carolina School of Hotel, Restaurant and Tourism Management and Steve Richards, Clemson University College of Agriculture, Forestry and Life Sciences will present on the benefits of farmers and chefs connecting with academia to help their businesses. What are the hurdles and opportunities of bridging the gap from farm to university?